

... with consumer insights to provide affordable product innovations that build consumption

Market Insights

- Cadbury Dairy Milk perceived as the best tasting chocolate in India
- Under Rs.2 market growing at 25% p.a.
- Chocolate penetration <10% in rural India



Shots

- Launched in India in July 2008
- Affordable price of Rs.2 (2.5 pence) for 2 shots
- Unique offering - a temperature tolerant format
- Distributed to 360,000 outlets

3% value share of the chocolate market in one year



Cadbury's strengths in emerging markets: South America – #1 in Gum and #1 in Candy ...

- £490m business
- Top 4 brands deliver c.75% of revenue
- Leading gum brands
 - Trident/Beldent
 - Chiclets
 - Bubbas/Bubblegum
- Leading candy brand
 - Halls

Revenue development (2004–2009E)



... with strong route to market and brand strength to sustain high market shares in fast growing markets

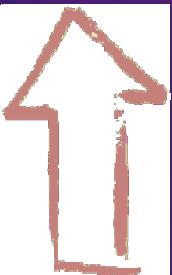
- >70% of products sold through a fragmented impulse channel
- Serving over 600,000 stores in the region
- Trident - number 1 gum brand in South America
- Over 70% share in gum in Brazil
- Halls – number 1 candy brand in South America



Significant competitive advantage in Gum and Candy



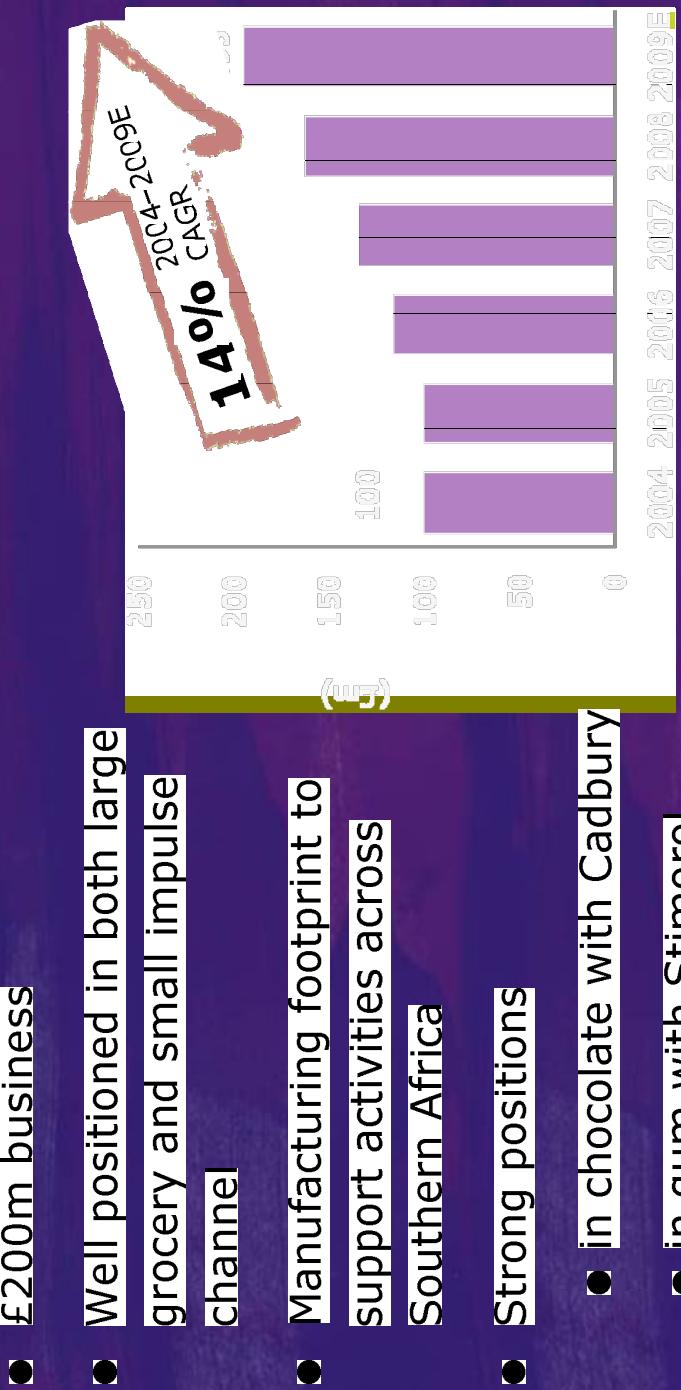
Cadbury can capitalise on future growth and invest in M&A and white space initiatives

- Build on excellent position in emerging markets 
- Capitalise on strong consumer demand
- Target long-term revenue growth **10 - 12%**
in emerging markets
- White space growth
- Selective M&A
- Provide critical mass and competitive advantage



Cadbury's strengths in emerging markets: Southern Africa – #1 in Chocolate and Gum

Revenue development (2004–2009E)



- £200m business
- Well positioned in both large grocery and small impulse channel
- Manufacturing footprint to support activities across Southern Africa
- Strong positions
 - in chocolate with Cadbury
 - in gum with Stimorol
 - in candy with Halls

Cadbury